

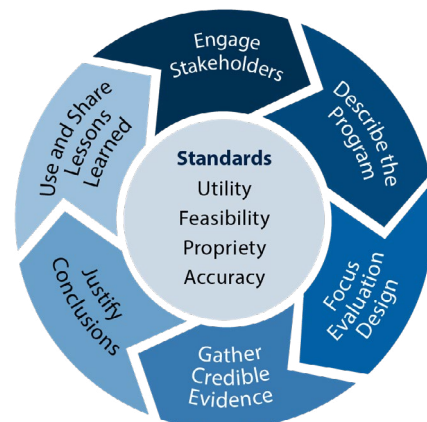
# Building and Managing Your Evaluation Team

## Building Your Evaluation Team

Regardless of how you set up your evaluation team (internal or external), it is essential that someone from your program maintains a good working relationship with the evaluator. This will help ensure the evaluation remains on track and in alignment with your program needs. The evaluation plan is a resource that will help you communicate, monitor, and adjust the evaluation.

If you hire external evaluators, you should clarify and negotiate the following in your contract:

- Ownership of and access to the evaluation information
- Publication of evaluation data, results, and/or reports
- Activities to build your organization's evaluation capacity
- Resource allocation for different evaluation activities and tasks (e.g., data collection)



Program evaluation is a diverse profession with different interests, training, experiences, and perspectives. Evaluation practices are often guided by standards and principles established by professional associations. These organizations often have resources that can help you to assess the capacity of your team. For example, the American Evaluation Association provides guiding principles for evaluation (<https://www.eval.org/p/cm/ld/fid=51>).

## Managing Your Evaluation

A staffing plan and a work plan will help you establish a mutual understanding of the roles and responsibilities of your team members early in the evaluation process. Use the following questions along with the worksheets in this handout to clarify roles and responsibilities:

- What are the evaluation tasks, roles, and responsibilities?
  - Who will serve as the primary point of contact for managing the evaluation?
  - Which specific individuals and organizations will have a role in implementing the evaluation?
  - What are the specific responsibilities of those individuals and organizations?
- How will team members engage stakeholders in the evaluation process?
- What are the timelines for specific evaluation tasks?
- How will team members maintain overall communication around the evaluation project including, but not limited to:
  - How will the evaluation be regularly monitored and managed?
  - What is the process for making decisions about and adjusting the evaluation?
  - How will the team manage and transfer knowledge in case of staff turnover?

## Examples of Tasks at Different Evaluation Stages

Evaluation Stage	Example Task	Example Resource
Data collection and management	Conduct interviews with coaches	Tape recorders, transcriber
Data analysis, synthesis, and interpretation	Code interviews	Qualitative data software
Translation, communication, and dissemination	Prepare written brief and present to xyz organization	Meeting space, graphic designer for report



Templates to help you monitor and manage the evaluation team and its activities can be found on these two pages. These tables may be helpful when completing the Evaluation Timeline section of the Evaluation Plan Template. To fill out this PDF, you can type directly into the text fields using a PDF editor or print a copy to complete by hand.

## Staffing Plan

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## Evaluation Workplan

Evaluation Task	Resource Needed	Stakeholder Involvement	Person Responsible	Timeline
<i>Evaluation Planning and Stakeholder Engagement</i>				
<i>Data Collection and Management</i>				
<i>Data Analysis, Synthesis, and Interpretation</i>				
<i>Translation, Communication, and Dissemination</i>				



Centers for Disease  
Control and Prevention  
National Center for Injury  
Prevention and Control

Evalu **ACTION**

